

Station WAVY-TV NORFOLK, VA.    Agency (    ) GMMB    Rep Firm

Advertiser (    ).HIRSCHBIEL FOR CONG    1010 WISCONSIN AVE,S    Sales Office (    ) PHILADELPHIA

Product PAUL HIRSCHBIEL    SU.800, WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY

Estimate# 1215    Agency C/P1/P2/E 106/113/1215

Buyer Maura Gilroy    Flight Dates 09/04/2012 - 09/10/2012    Salesperson Phone# 215-567-6005

Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938

Fax#

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 10,285  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	WAVY NEWS-5A<	:30	\$100.00	09/04-09/07	2	1	2	\$200.00	
	2	TU-F	6A-7A	WAVY NEWS-6A<	:30	\$250.00	09/04-09/07	3	1	3	\$750.00	
	3	TU-F	7A-9A	TODAY SHW<	:30	\$250.00	09/04-09/07	3	1	3	\$750.00	
	4	SA	6A-7A	WAVY NWS SAT6A	:30	\$60.00	09/08-09/08	1	1	1	\$60.00	
	5	SU	8A-9A	SUN TODAY-NBC	:30	\$175.00	09/09-09/09	1	1	1	\$175.00	
	6	TU-F	12P-1P	WAVY NEWS10-NN<	:30	\$50.00	09/04-09/07	1	1	1	\$50.00	
	7	TU-F	2P-3P	DOCTORS<	:30	\$50.00	09/04-09/07	1	1	1	\$50.00	
	8	SU	9A-10A	MEET PRESS-SUN	:30	\$100.00	09/09-09/09	1	1	1	\$100.00	
	9	TU-F	4P-5P	ANDERSON<	:30	\$100.00	09/04-09/07	1	1	1	\$100.00	
	10	TU-F	5P-530P	WAVY NEWS10-5<	:30	\$250.00	09/04-09/07	2	1	2	\$500.00	
	11	TU-F	530P-6P	WAVY10NWS-5.30<	:30	\$250.00	09/04-09/07	1	1	1	\$250.00	

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Rep Firm  
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Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

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	12	TU-F	6P-630P	WAVY NEWS10-6<	:30	\$350.00	09/04-09/07	2	1	2	\$700.00	
	13	TU-F	630P-7P	NBC NITELY NWS	:30	\$500.00	09/04-09/07	1	1	1	\$500.00	
	14	TU-F	7P-730P	ENT TONIGHT 30<	:30	\$200.00	09/04-09/07	1	1	1	\$200.00	
	15	TU-F	730P-8P	INSIDER<	:30	\$200.00	09/04-09/07	1	1	1	\$200.00	
	16	M	10P-11P	ROCK CENTER	:30	\$400.00	09/10-09/10	1	1	1	\$400.00	
	17	TU	8P-10P	BIGST LR13-NBC	:30	\$500.00	09/04-09/04	1	1	1	\$500.00	
	18	F	9P-10P	GRIMM	:30	\$300.00	09/07-09/07	1	1	1	\$300.00	
	19	SA	8P-11P	NBC ENCORES	:30	\$100.00	09/08-09/08	1	1	1	\$100.00	
	20	TU-F	11P-1135P	WAVY NEWS10-11<	:30	\$350.00	09/04-09/07	2	1	2	\$700.00	
	21	TU-F	1135P-1235A	TONITE SHW-NBC<	:30	\$100.00	09/04-09/07	1	1	1	\$100.00	
	22	W	730P-830P	NFL SEASON KICK OFF	:30	\$600.00	09/05-09/05	1	1	1	\$600.00	
	23	M	5A-6A	WAVY NEWS-5A<	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
	24	M	6A-7A	WAVY NEWS-6A<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	25	M	7A-9A	TODAY SHW<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	26	M	12P-1P	WAVY NEWS10-NN<	:30	\$50.00	09/10-09/10	1	1	1	\$50.00	
	27	M	2P-3P	DOCTORS<	:30	\$50.00	09/10-09/10	1	1	1	\$50.00	

EC'd No    Last Received: 05/31/2012 10:07 AM

Showing Buylines: All Lines

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	28	M	4P-5P	ANDERSON<	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	
	29	M	5P-530P	WAVY NEWS10-5<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	30	M	530P-6P	WAVY10NWS-5.30<	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
	31	M	6P-630P	WAVY NEWS10-6<	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	32	M	630P-7P	NBC NITELY NWS	:30	\$500.00	09/10-09/10	1	1	1	\$500.00	
	33	M	7P-730P	ENT TONIGHT 30<	:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	34	M	730P-8P	INSIDER<	:30	\$200.00	09/10-09/10	1	1	1	\$200.00	
	35	M	11P-1135P	WAVY NEWS10-11<	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	36	M	1135P-1235A	TONITE SHW-NBC<	:30	\$100.00	09/10-09/10	1	1	1	\$100.00	

---REPORT TOTALS---

Report Totals: 44 / \$10,285.00

---SALES MONTHLY TOTALS---

Sep 12: 44 / \$10,285.00  
Sales Totals: 44 / \$10,285.00  
Station Totals: 44 / \$10,285.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$41,140	CATV 0%	WAVY 25%	WGNT 2%	WPXV 0%	WTKR 31%
		WTVZ 2%	WVBT 12%	WVEC 28%		

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---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE